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SUBJC SOVIET TV BROADCASTS INTERVIEW WITH U.S. BUSINESSMAN

1. FEB 26 MOSCOW TV CARRIED TAPED INTERVIEW WITH REPRESENTATIVE OF US FIRM J.I. CASE CO., OF RACINE, IOWA (TENNECO SUBSIDIARY). INTERVIEW, WHICH WAS ARRANGED WITH ASSISTANCE OF EMBASSY'S PRESS OFFICER, AT THE REQUEST OF SOVIET TV, PROVIDED SOVIET VIEWERS OF MAJOR EVENING NEWS-CAST (VREMYA) OPPORTUNITY TO SEE AND HEAR AMERICAN BUSINESSMAN DESCRIBE, ALBEIT BRIEFLY, HIS COMPANY'S EQUIPMENT LINE AND ITS COMMERCIAL RELATIONS WITH SOVIET UNION.

2. FRANK CASSIDY, GENERAL MANAGER FOR COMECON AREA IN CASE'S INTERNATIONAL DIVISION, WHO HAS MADE FREQUENT TRIPS TO MOSCOW IN PAST THREE YEARS, GAVE THREE-MINUTE PRE-RECORDED INTERVIEW TO VITALI BELOBORODKO, REPORTER/EDITOR OF MOSCOW CENTRAL TV, WHICH CARRIED NATION-WIDE. ACTUAL EDITED BROADCAST WAS ABOUT ONE MINUTE, WITH BRIEF INTRODUCTION OF CASSIDY AND FIRM, SEVERAL SECONDS OF CASSIDY RESPONDING IN ENGLISH, AND THEN RUSSIAN TRANSLATION COVERING ENGLISH FOR REMAINDER. (BELOBORODKO'S QUESTIONS WERE EDITED OUT.) CASSIDY REFERRED TO FACT THAT CASE FORESTRY AND AGRICULTURAL

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EQUIPMENT ARE BEING USED IN THE SOVIET UNION, AND CAMERA PANNED

CASE AND TENNECO BROCHURES ON TABLE WHICH CONTAINED PICTURES OF EARTHMOVING EQUIPMENT. CASSIDY SPOKE OF CASE'S INTEREST IN SELLING EQUIPMENT FOR SOVIET SIBERIAN PROJECTS, AND OF POSSIBLE CASE INTEREST IN PURCHASE OF SOVIET STEEL.

3. AT ONE POINT IN INTERVIEW CASSIDY, WHO WAS SPEAKING WITHOUT SCRIPT, REFERRED TO FACT THAT TRADE BILL PROBLEMS HAVE NOT AFFECTED CASE'S COMMERCIAL RELATIONS WITH SOVIETS, BUT THIS WAS NOT PICKED UP IN THE TRANSLATION.

4. BELOBORODKO, WHO RECENTLY RETURNED FROM SIX MONTHS IN THE UNITED STATES, AFTER A RECENT FIVE-YEAR TOUR, HAS TOLD PRESS OFFICER HE HOPES TO DO FAIRLY FREQUENT COVERAGE OF US BUSINESSMEN IN USSR, AS WELL AS SEGMENT ON U.S. COMMERCIAL OFFICE IN MOSCOW, PERHAPS IN CONTEXT OF SOVIET PUMPS AND COMPRESSORS EXHIBITION AT MOSCOW'S SOKOLNIKI PARK APRIL 1-10, 1975, IN WHICH DEPT OF COMMERCE SPONSORING US PARTICIPATION BY 25 FIRMS. (BELOBORODKO ARRANGED SEVERAL INTERVIEWS WITH HIGH-LEVEL US COMMERCIAL VISITORS IN EARLY 1974, BEFORE HIS TRIP TO THE STATES.)

5. COMMENT: WHILE THE CONTENT OF THE INTERVIEW WAS NON-CONTROVERSIAL AND NON-POLITICAL, AND THE BRIEF REFERENCE TO THE TRADE ACT WAS NOT EVEN TRANSLATED (ALTHOUGH CERTAINLY AUDIBLE IN ENGLISH), IT IS NOTEWORTHY THAT SOVIET TV AUTHORITIES WOULD PERMIT BROADCAST OF AN INTERVIEW WITH AN AMERICAN BUSINESSMAN SHOWING "BUSINESS AS USUAL," IN THE WAKE OF THE MFN AND EX-IM CREDIT REVERSALS. WHILE THERE HAS BEEN NO LACK OF PRESS COVERAGE QUOTING HIGH-LEVEL US BUSINESS EXECUTIVES CRITICIZING CONGRESS' ACTION ON THE TRADE ACT AND THE EXPORT-IMPORT AUTHORIZATION, THE INTERVIEW WITH THE CASE REPRESENTATIVE CAN BE CONSTRUED AS A LOW-KEY MESSAGE TO THE SOVIET PUBLIC THAT THE TRADE RELATIONSHIP WITH THE UNITED STATES IS AN ONGOING PROCESS.

6. EMBASSY POUCHING TO EUR/SOV AND BEWT/USSR (USDOC), COPIES OF INTERVIEW AS RECOLLECTED BY CASSIDY. ACTUAL TRANSCRIPT NOT AVAILABLE.
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